

## REMARKS

Claims 1-20 are pending in the application. Claims 1, 4-10 and 14-18 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Publication No. 2003/0144871 A1 issued to Turbeville et al. in combination with U.S. Patent No. 7,027,801 issued to Hall et al. Claims 2 and 20 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Turbeville and Hall and further in view of U.S. Patent No. 6,109,723 issued to Castle. Claims 3, 11-13 and 19 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Turbeville and Hall and further in view of U.S. Patent No. 6,535,932 issued to Endoh et al. Applicants respectfully traverse and request reconsideration and allowance of all pending claims.

Applicants have corrected the typographical error of the prior office action response regarding claim numbering.

Turbeville discloses pre-population of ship from information on a web page to limit an end user's ability to select shipping service levels to those provided by the shipping carrier.

Hall discloses delivery of location-based targeted advertising.

Claim 1 recites, in part, “a consumable handler associated with the information handling system, the consumable handler operable to monitor the peripheral to detect a consumable trigger event and to assemble order information associated with the consumable trigger event in a predetermined format.”

Claim 10 recites, in part, “detecting a consumable trigger event associated with the peripheral.”

Claim 18 recites, in part, “a consumable handler interfaced with the printer driver to accept detected consumable quantity, to apply the detected consumable quantity to determine a trigger event, to display the trigger event at the information handling system for user-selected initiation of a consumable order, and to communicate order information to a consumable order server upon user-selected initiation of a consumable order.”

Turbeville and Hall cannot make obvious Claims 1, 8, and 18 because Turbeville and Hall fail to teach, disclose or suggest all elements recited by Claims 1, 8 and 18. For example, Turbeville and Hall fail to teach, disclose or suggest “a consumable handler associated with the information handling system, the consumable handler operable to monitor the peripheral to detect a consumable trigger event and to assemble order information associated with the consumable trigger event in a predetermined format” as recited by Claim 1; “detecting a consumable trigger event associated with the peripheral” as recited by Claim 10; and “a consumable handler interfaced with the printer driver to accept detected consumable quantity, to apply the detected consumable quantity to determine a trigger event, to display the trigger event at the information handling system for user-selected initiation of a consumable order, and to communicate order information to a consumable order server upon user-selected initiation of a consumable order” as recited by Claim 18. Hall addresses advertising, not information handling system peripherals or detecting a consumable quantity. The Examiner relies on column 4, lines 12-22 of Hall as disclosing a consumable handler that detects a consumable trigger event. Hall bases an advertisement to a mobile device on the location of the mobile device. Hall does not address information handling system peripherals or consumables used by peripherals. Accordingly, Applicants respectfully request that the Examiner withdraw the rejections of Claims 1, 10 and 18, as well as Claims 2-9, 11-17, and 19-20 that depend from Claims 1, 10 and 18 respectively.

### **CONCLUSION**

In view of the amendments and remarks set forth herein, the application is believed to be in condition for allowance and a notice to that effect is solicited. Nonetheless, should any issues remain that might be subject to resolution through a telephonic interview, the examiner is requested to telephone the undersigned.

I hereby certify that this correspondence is being electronically submitted to the COMMISSIONER FOR PATENTS via EFS on April 11, 2008.

/Robert W. Holland/

Attorney for Applicant(s)

Respectfully submitted,

/Robert W. Holland/

Robert W. Holland  
Attorney for Applicant(s)  
Reg. No. 40,020